

Founded by Aaron Arnold in 1827.
Now on Fifth Avenue at 40th Street

Arnold, Constable & Co.

FIFTH AVENUE AT FORTIETH STREET

Store building fireproof in fullest sense.
Ceilings unusually high. Good ventilation.

Announcement of a Reorganization to Broaden the Service of the Store

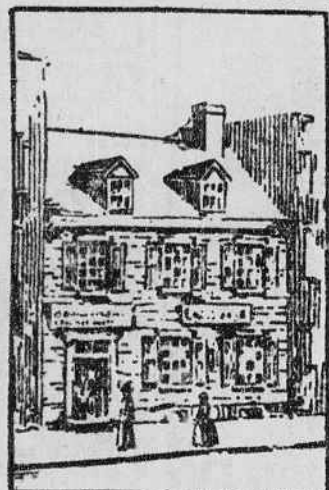
WHEN Aaron Arnold, on a sunny April morning, ninety-five years ago, stood on the side-walk at Canal and Orchard streets, and looked at his new store, his first store, on the front of which was painted—

"THE NEW PALACE OF TRADE"

his thoughts must have been similar to the thoughts of the new executives in charge of the great business founded by him and his son-in-law, James M. Constable.

May our works be relatively as great!

QUALITY was the corner-stone of the Arnold Constable business. And it received, from the beginning, the favor and patronage of the quality of old New York. It was welcomed as a part of the social organization of the day. And it has remained so, through all the changes of ninety-five years.



The little shop in Canal Street where Aaron Arnold began business in 1827.

The old store at Canal, and Orchard was on the fringe of the better residential section of the New York of 1827. Brooks Bros. and Lord & Taylor were further downtown, on Catharine St., near the river.

As the city grew, Arnold Constable grew with it. First

to Canal and Mercer. Then to Broadway and Nineteenth St., where in 1877 they celebrated their business jubilee. And finally, in 1915, to Fifth Avenue at 40th Street, formerly the site of the F. W. Vanderbilt home.

Here they saw a great light. A constant stream of good people, seeking good service, passing the doors. And the house which had won and held its pre-eminence against the competition of A. T. Stewart and all other businesses of the nineteenth century began to realize that now conservatism was limiting its sphere of service.

This was a new century. New York a greater, more cosmopolitan city. Old social lines had disappeared in the broadening work and growth and outlook of the years. That which had been their pride in the past was a bar to their progress in the present.

They saw that service to old friends could be better rendered by linking it up with a larger service to the new. And the soul of this great business came to realize the truth, that—

To broaden the service to the public means better service to the individual

Hence the reorganization.

Mr. Stephen J. Leonard approached the work of reorganization with the determination to preserve the best traditions of the business. He sought advice from the best informed. Investigated thoroughly every individual suggested. And finally decided upon three men who had

been trained in *Wanamaker's*, and one man who had been trained in *Altman's*.

These four men, with Mr. Leonard, and two others who have been associated with the Arnold Constable business for many years, are the new Arnold Constable. Their individualities will be merged in the greater individuality of the business as a whole. Their sole objective will be to apply more widely the good service of this old New York house.

The corner-stone remains—QUALITY.

And broadened service means greater VALUES.

The last three weeks have been devoted to an examination of stocks. Some house-cleaning must be done. It will be begun this morning. Prices have been materially reduced. And some very advantageous offers from the wholesale field have been accepted. The opportunities to be availed of will be such as may be had only on occasions like this.

We invite old friends and new. There will be something for all—in Fashions, Silks, Linens, Small Accessories, Rugs, Upholsteries and Bed Coverings.

And some very good things for Men, too, in the Haberdashery Shop.

Only the briefest statement of the specially priced goods is possible within the space of this announcement.

No returns. No sales C. O. D.

Cleaning House, beginning To-day, offers many Extraordinary Opportunities

Dresses—Women's and Misses', \$35

—average wholesale price

172, sizes 14 to 44. Chiffon velvets, flat crepes, Poiret twills. Georgette crepes, embroidered and beaded. Metal laces, Canton crepes, Tricotines, crepe-back satin.

High evening shades. Good street colors. A very attractive group.

Women's Dresses, \$25

Sizes 36 to 42.

—were \$39.50 to \$135

100 Poiret twills, navy blue; tricotines, navy blue; crepe-de-chine, navy blue and black; Canton crepe, navy blue, black, brown; chiffon and lace evening frocks in high shades and black; satin-back Canton crepe.

Misses' Dresses, \$25

—were \$42.50 to \$95

86 evening and day dresses. Georgette crepe, chiffon, Canton crepe, black lace, taffeta, velvet. In white, flesh, tan, yellow, fuchsia, jade and changeable tones. Some Poiret twill and tricotine day dresses, black, brown and navy blue.

Misses' Suits, \$25

—were \$39.50 to \$110

Wool velours, Tricotines, Poiret twill. In navy blue, black and medium shade of brown. 53 only.

Women's Sweaters

150 at \$3.95

Slip-ons of worsted, mohair and wool yarns; two-tone and solid colors; were \$5.95 to \$7.75.

100 at \$5

Tuxedo and slip-on models of imported mohairs and fine domestic worsteds; were \$8.50 to \$12.

a few at \$15

Tuxedo and slip-on models that were \$29.50 to \$39.50.

Misses' Coats, \$35

—were \$45 to \$198

79 soft pile fabrics, in several shades of red and brown, navy blue, and Sorrento or Hawaiian blue. Sizes 14 to 20 years.

Women's Coats Fur-Trimmed \$79.50

—average less than today's wholesale price

100, blouse, wrap and straight line models. Some corded sleeves. Many shawl collars.

In the favored soft pile fabrics—velvetyne, cashmere, bolivia, metalist, duvetyne, gerona, fashona, delphine, marvella, panvelaine, etc.

Furs—beaver, squirrel, flying squirrel, wolf, platinum, caracul, fox, kit fox.

Women's Furs

Mink Coat, \$1,000
\$1,600 grade

Hudson Seal Coats, \$295
\$385 to \$475 grades

Dyed muskrat, plain, skunk or opossum trimmed, 36 and 40 in. long. Only six.

Fur Neckpieces

32 Scarfs at \$14.50

—\$20 to \$40 grade

Mink, mink, skunk, dyed foxes, nutria.

16 Scarfs at \$35

\$45 to \$75 grades

Dyed fox, beaver, skunk.

8 Scarfs at \$50

—\$85 grade

Black lynx, beaver, skunk, dyed fox.

7 Scarfs at \$100

—\$150 to \$250 grades

Mink, skunk, fisher, mole stole, ermine stole—one of each.

Women's Neckwear

95c, \$1.50 to \$2.95

—less than half price

3,000 pieces—hand-made lace, hand-embroidered novelties in guimpes, berthas, collars and collar and cuff sets.

Ribbons, 25c yd.

—65c grade

Moire taffetas, 6 in. wide; black, navy blue, brown and a complete range of lighter shades. 5,000 yds. of soiled ribbons, odd widths and colors, 50c. to \$3.50 yd. grades; have been re-priced, 25c. to \$1 yd.

Women's Gloves

At \$1.25 (half price)

300 prs. capeskin gloves, one-clasp, brown, gray, tan, with Paris point or contrasting embroidery of silk. And 60 prs. white kidskin, black embroidery and border.

At \$1.95 (\$2.50 grade)

750 prs. white lambeking glove slip-on gloves, 8-button length (good Christmas gifts.) 120 prs. heavy kidskin, tan or yellow.

At \$2.25 (\$3 grade)

240 prs. lambeking gauntlets, white, tan, brown, with contrasting colored tops and stitching. And 240 prs. beaver color capeskin gloves, strap wrist.

At \$1.45 (\$2.50 grade)

2,000 prs. French kidskin, 2-clasp, white, black, tans, browns, grays, beaver, with Paris point or contrasting embroidery.

Women's Stockings

At \$1.25 (\$1.95 grade)

2,000 prs. ingrain thread silk, cotton tops and soles, full fashioned; black, African brown, pearl gray, neutral, nude, polo.

At \$1.25 (\$1.75 grade)

720 prs. glove silk, cotton tops, pointed slipper heels, black, sable, almond, polo.

At \$1.95 (\$3 grade)

720 prs. pure thread silk, African brown, a darker brown, navy blue, suede gray, nude, biscuit, black.

At \$2.25 (\$3.50 grade)

300 prs. imported silk and wool, plain weave, light weight, good heather mixtures.

At \$1.95 (\$3.50 grade)

264 prs. English ribbed wool. Autumn weight, in the fashionable heather mixtures with contrasting side clocking.

at \$1.95 (\$2.95 grade)

432 pairs of imported wool and fibre silk mixed, light weight, cordovan, mode, gray, black and white mixtures, attractive side clocking.

At \$1.65—seconds of \$3 to \$4.75 grades

2,400 prs. Find the reason for classing them as seconds, if you can. Ingrain silk. Pure dye. About 1,200 prs. black; balance in desirable colors—good assortment.

Leather Screens \$145

4, painted by hand.

Silks

Brocade poplin, \$3.25 yd.

—\$4 grade

200 yards, very good weight and designs. Navy blue effects.

Charmeuse, \$2.45 yd.

—\$3 grade

Heavy quality, yet souple. Will not rough up. Blacks, browns, navy blue.

2,000 yds. Foulards, 95c yd. —\$1.75 to \$4 grades

Printed Georgette Crepe, 95c yd.

\$1.75 grade

2,200 yds. Half a dozen designs in good colorings.

Crepe-de-Chine, \$1.65 yd.

—\$1.95 to \$2.35 grades

800 yds. White, flesh, lavender, and other dainty lingerie shades.

Dress Goods

54-in. Jersey Cloth, \$1.55 yd.

1,500 yds., \$1.95 grade

A very popular quality, in tan, pearl gray, dark brown, turquoise blue, gray, henna, myrtle, cadet blue, radio, navy blue and black.

English Corduroy, \$1.50 yd.

200 yds., \$2.50 grade

Best quality. Cadet blue, navy blue, midnight blue, African brown, petunia and walnut.

Short lengths of black and colored dress goods, \$1.25 yd. —\$1.95 to \$4 grades

4,000 yds., in 1/4 to 5-yd. lengths. Tweed, serges, Poiret twill, tricotines, velours, plaid skirtings.

Wash Dress Fabrics

6,000 yds. at 19c yd.

—25c to 55c grades

Ripplette, figured crepes, gingham, organdies, lawns, Indian head cloth, plain crepes, English sateen, tissue gingham, ratines, Good colors and designs.

4,000 yds. at 39c yd.

—75c to \$1 grades

Ratine, Scotch gingham, dress linens, French crepe, dotted Swiss and organdies. In a pleasing variety of colors.

White Dress Goods

12,000 yds.—our entire stock of cottons—has been divided into two groups and re-priced 19c and 29c yd.

—35c to \$1 grades

Cretonnes

—average less than half

3,000 yds., 32 in.—25c yd.
2,250 yds., 32 in.—49c yd.
1,800 yds., 36 in.—75c yd.
450 yds., 50 in.—\$1.50 yd.

Linen Tablecloths

average Half Price

165, of fine standard quality, slightly soiled. In some instances there is only one cloth at the quoted price.

Size	Grade	Sale Price
2 x2 yds.	\$12.75	\$6.25
2 x2 yds.	15.75	7.75
2 x2 yds.	18.50	9.25
2 x2 yds.	9.75	5.25
2 x2 yds.	8.50	4.75
2 x2 yds.	12.75	6.50
2 x2 yds.	15.00	7.50
2 x2 yds.	5.25	3.75
2 x2 yds.	9.25	5.50
2 x2 yds.	14.50	7.25
2 x2 yds.	18.75	9.00
2 x3 yds.	11.50	5.75
2 x3 yds.	16.50	8.25
2 x3 yds.	23.50	12.50
2 1/2 x2 1/2 yds.	24.50	14.50
2 1/2 x2 1/2 yds.	35.00	17.50
2 1/2 x2 1/2 yds.	35.75	17.50
2 1/2 x2 1/2 yds.	35.00	19.50
2 1/2 x2 1/2 yds.	38.50	19.50
2 1/2 x3 yds.	47.50	22.50
2 1/2 x3 yds.	47.50	22.50
2 1/2 x3 yds.	45.00	22.50
2 1/2 x3 yds.	35.00	16.50
2 1/2 x6 yds.	135.00	45.00
3 1/2 x3 1/2 yds.	40.00	20.00

Odd Linen Napkins

108 dozen

Size	Grade	Sale Price
22x22 in.	\$13.75 doz.	\$6.75
22x22 in.	12.75 doz.	6.50
22x22 in.	6.25 doz.	4.25
24x24 in.	21.50 doz.	13.50
26x26 in.	27.50 doz.	19.50
26x26 in.	29.50 doz.	16.50
27x27 in.	33.50 doz.	21.00
27x27 in.	35.00 doz.	22.50

Steamer Rugs

All wool plaids, \$5.95

\$6.75 grades. Self-fringed.

Large. Warm.

Irish and domestic all wool

rugs, \$8.75

\$12 grades. Large size. Plaids

all through. And plaid backs.

Silk Blouses, \$10

36, were \$12 to \$25

Suit shades; crepe-de-chine, fancy silks, Georgette crepe.

54, were \$12 to \$27.50

White and light tinted Georgette crepe, crepe-de-chine, satin and radium.

Draperies

average less than half

Nets, some imported, 95c yd. Domestic nets, 55c yd.

Cotton drapery, 48c yd. Mercerized drapery, 95c yd.

Colored drapery, \$1.50 yd. Cotton tapestry, \$1.85 yd.

Silk tapestry, \$1.95 yd. Silk damask, \$4.95 yd.

Men's Shirts

English taffeta flannel, \$3.95

\$8.50 grade

120, made from our own importation of shirtings. White and neat stripes. Separate collar to match. Sizes 14 to 17.

Viyella flannel, \$3.95

\$7.50 grade

204, sizes 14 to 16 1/2. Medium and light grounds with self or contrasting stripes. Separate collar to match.

Silk Shirts, striped, \$3.95

White Silk Shirts, \$3.95

\$6.50 grade

600 of each, sizes 14 to 17. Excellent quality of silk. Best workmanship and cut.

Shirts of D. & J. Anderson's Scotch crepe and chevion, \$2.50

\$4.50 grade

168, white, plain colors and fancy stripes. Separate collar to match.

Pleated Shirts of Scotch madras, \$2.50

\$4.50 grade

120, fronts and cuffs of one design, bodies of another. Sizes 14 to 17.

Irish Linen Shirts, \$1.65

Stiff cuff shirts, \$1.65

\$2 and \$2.50 grades

60 of the Irish linen, plain colors, separate collar. 180 of the stiff cuff shirts, fancy patterns, pleated and plain. Sizes 14 to 17.

Madras Shirts, 85c

\$1.35 grade

White, sizes 14 1/2 to 16. Fancy, sizes 14 to 17.

White, with collar attached, sizes 14 to 17.

Oriental Rugs Small Sizes

125 Mosouls, \$35 to \$45